

Product Plan

Product ID 2014-07-31-09-21-20

Product Stakeholders

Department director(s) Don Staheli	PSD project manager Brant Leavitt
Product manager(s) Don Staheli	Solutions manager
Publishing services partner (PSP) Russ Crabb	PSD producer(s) Bret Barton, Steve Kingsolver, Meralee Stallings
Other (specify)	Other (specify)

Product

Product name Quorum of the Twelve Broadcasts and Events	Sponsoring department Quorum of the Twelve
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Annual Publishing Plan Information

This product is included in the approved annual publishing plan

☒ Yes ☐ No

If no, please specify which products this product will replace

This product will require new and expanded funds

☐ Yes ☒ No

Executive Summary

Product Overview

Summarize the product, including the problem or opportunity, product description, and goals

Major broadcasts from the Conference Center in SLC allow the Quorum of the Twelve, as well as other General Authorities and Auxiliary Presidencies, to address the world-wide membership of the Church in several single events throughout the year. This broadcast channel contributes to a unified message and unified standards among members throughout the Church globally. These events include, but are not limited to, Stake Conference Broadcasts, Worldwide Leadership Training, Priesthood Leadership Conferences, and other requests requiring broadcast support.

Define what success looks like for this product and how success will be measured

Successful events allow for the proper dissemination of events proceedings via the requested and appropriate channels. Participants will be able to hear/watch the proceedings in their own language with minimal technical interruptions.

Potential measures

☐ Adobe Analytics (Omniure) ☐ Qualtrics post-visit survey ☒ Off-site video views from shares via email, Facebook, or other link ☐ Other

Indicate special requirements, challenges, limitations, or specifications that need to be considered

Key Milestones

List key product milestones, including approval dates, launch dates, and so on

Stake conferences typically occur at least once a month throughout the year.

Worldwide Leadership trainings typically occur once a year.

Priesthood Leadership Trainings typically occur a couple times each year.

Cost Estimates

Estimate	Content development cost for the current year	Content development cost for future years
<input type="checkbox"/> \$1K <input type="checkbox"/> \$5K	\$ 1,500,000.00	\$ 1,500,000.00
<input type="checkbox"/> \$15K <input type="checkbox"/> \$30K	Hard cost for the current year	Hard cost for future years
<input type="checkbox"/> \$50K <input type="checkbox"/> \$100K		
<input type="checkbox"/> \$500K <input type="checkbox"/> \$750K	Maintenance cost for the current year	Maintenance cost for future years
<input checked="" type="checkbox"/> \$1 million+		

Product Plan—continued

Executive Summary

Medium

In what other ways could this content be delivered in the future? Check **yes** for ways it *could* possibly be delivered and **no** for ways it absolutely *could not* be delivered. Select all that apply.

e-Learning <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	ePub <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Exhibit <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Video (animated or live) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	DVD <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Manual <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Website <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Mobile App <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Web App <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Presentation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Kiosk <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

Other print (specify)

Other non-print (describe)

Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

<input type="checkbox"/> Learning Management System (LMS)	<input checked="" type="checkbox"/> LDS.org	<input checked="" type="checkbox"/> Mormon Channel	<input type="checkbox"/> Distribution Center
<input type="checkbox"/> Seminars and Institutes of Religion website	<input type="checkbox"/> Kiosk, exhibit, or visitors' center	<input checked="" type="checkbox"/> Gospel Library	<input checked="" type="checkbox"/> Broadcast
<input type="checkbox"/> Deseret Book	<input type="checkbox"/> Newsroom	<input type="checkbox"/> General conference	<input type="checkbox"/> Theater (small or large)
<input type="checkbox"/> <i>Ensign</i> , <i>Friend</i> , or <i>New Era</i>	<input type="checkbox"/> FamilySearch.org	<input type="checkbox"/> <i>Liahona</i>	<input checked="" type="checkbox"/> Mobile
<input checked="" type="checkbox"/> Mormon.org	<input checked="" type="checkbox"/> Social media	<input type="checkbox"/> Other: _____	

Content and Message Plan

Key Message

What is the key message of this product? What primary messages does it support? What are the features, benefits, and claims?

The key message is the Gospel of Jesus Christ as spoken out of the mouths of His chosen leaders in our day.

List any related products that this product should or should not match in message, tone, or creative direction (for example, actors, images, movies, music, or exhibits)

Types of content and deliverables (check all that apply, and include a description)

☐ Doctrinal study: _____

☐ Support: _____

☒ Inspiration: Messages inspire Church members to become better disciples of Christ and to better magnify their callings.

Content and Platform

Existing content will be incorporated into this product (for example, scripts, footage, music, images, and so on)

☒ No ☐ Yes (provide descriptions and locations): _____

This content will replace a piece of content already published or already being viewed by the audience

☒ No ☐ Yes (provide descriptions and locations): _____

This content or platform could later be integrated with other departments

☐ No ☒ Yes (provide descriptions and locations): Other departments regularly incorporate Worldwide Leadership messages into their products

Product Objectives

Describe what we want people to know, feel, or do as a result of using this product

Participants should have a greater desire to follow the teachings of Jesus Christ and to magnify their callings.

Describe what the overall tone or feel of this product should or should not be

Tone and feel are dictated primarily by the Brethren and Sister who provide the addresses in these events.

Translation

This product will be translated into multiple languages

☐ No ☒ Yes (specify below):

☒ Introductory Phase ☒ Phase 1 ☒ Phase 2A ☒ Phase 2B

☐ Other languages (list): _____

Translation details

☒ Dubbing

☐ World report dubbing

☒ Closed captions

☒ Subtitles

Product Plan—continued

Audience

Audience expected reach

In the millions

Target Audience

Describe the audience that the product is trying to reach

Primary audience is members of the Church. Non-members are certainly welcome, encouraged, and invited to participate as well.

Describe what is known about the product's audience

Audience is primarily active members of the Church.

Audience demographics (check all that apply)

☒ Members (general Church membership) ☒ Nonmembers ☒ Inactive members

Age demographics (if applicable)

☒ Adults (ages 30+) ☒ Young single adults (ages 18–30) ☒ Primary children (ages 3–12) ☒ Youth (ages 12–18)

☐ Other (specify):

Describe any research that has been done related to this specific audience and product (optional)

More research needs to be conducted before this product goes into production

☒ No ☐ Yes (specify):

Audience Segmentation

List the target audience segments to provide insight into how the product will be used

Product will be watched/listen to via numerous Church channels.

Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors

Active members of the Church.

Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness

Members become aware of Conferences and Trainings via letters sent to ward and branches, advertisements on LDS.org and other Church media outlets. Additionally, since these events occur regularly each year, most members are aware of the event independent of current awareness campaigns.

Product Plan—continued

Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect

Effectiveness can be partially measured by: attendance at the Conference Center, viewers on the various channels where the content is located, shares and likes on Facebook, tweets on Twitter, among other metrics.

Indicate how frequently these measurements will be reported and to whom they will be reported

These metrics are evaluated following each event.

Maintenance Plan

Describe the ongoing maintenance needs for the product

These products have new content each event but the infrastructure stays substantially the same. Maintenance is really a function of maintaining the Conference Center as a venue, as well as related equipment, for these broadcasts.

Indicate how often this content will need to be revised or updated

Content is revised by Church leadership for each event.

Indicate how stakeholders will be notified of changes

Stakeholders are notified by participating in the broadcasts/events.

Describe the product's retirement plan

This product plan will remain in effect indefinitely.

Flexibility Matrix Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scope (feature set)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Sponsoring Department Approval

Sponsoring department managing director

Don Stahel

Date

8-11-2014

Correlation Approval

Director of Correlation Evaluation

Date

PSD Approval

PSD Advisor (only if web, social, or mobile is involved)

Date

OCS Approval

OCS Director & CSC Minute Entry (only if web, social, or mobile is involved)

CSC Minute Entry

Date